Preface

Handloom has been occupying a prominent place in the rural urban technological and social linkage in the Indian economy from the very ancient and immemorial time. It is also providing full and part-time employment opportunities to millions of people. Being an unorganised sector and a rural-based industry, handloom is finding it hard to compete with the well-organised mill and powerloom textile industry. The reason behind this is due to lack of sound financial investment, outdated methods, techniques and design of production and also lack of new marketing strategies and management in this unorganised sector.

The study covers issues pertaining to production of handlooms including finance which is the lifeblood, productivity levels in this industry, state of domestic and export marketing and strategies to improve the functioning of the handloom industry so as to gain competitive advantage in the cutthroat textile industry.

Special attention has been given to the handloom industry of Manipur, the state in which the research work has been undertaken. The cooperative side of handlooms in the state has been emphasised as this part is fairly organised. Problems facing the weavers' cooperatives and the industry as a whole have been considered in detail from three aspects namely, production, finance and marketing.
The limitation of the study has been the unorganised nature of the industry and its very wide spread production base. Procuring data and other information at the national and state level has been an herculian task.